

UNITED STATES PATENT APPLICATION

FOR

**AUTOMATIC AGENCY MARKETING METHOD AND THE
SYSTEM OF THE SAME**

Inventors: Sheu Ren Yi; and
Jun Ching Want

Prepared By:
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN
12400 Wilshire Boulevard
Seventh Floor
Los Angeles, California 90025-1026
(425) 827-8600

"Express Mail" mailing label number: EL431685536US

Date of Deposit April 18, 2001

I hereby certify that I am causing this paper or fee to be deposited
with the United States Postal Service "Express Mail Post Office to
Addressee" service on the date indicated above and that this paper
or fee has been addressed to the Assistant Commissioner for
Patents, Washington, D. C. 20231

Sharon E. Farnus

(Typed or printed name of person mailing paper or fee)

Sharon Farnus 4/18/01

(Signature of person mailing paper or fee) (Date signed)

AUTOMATIC AGENCY MARKETING METHOD AND THE SYSTEM OF THE SAME

5 Field of the Invention

The present invention relates to an agency marketing method and the system of the same, more specifically, the present invention relates to an automatic agency marketing method and the system of the same.

10 Description of the Prior Art

In the merchandised society, the two major business running models that products (or merchandise) are sold from producer to the customers are: directly sales model and indirectly sales model. In the indirectly sales model, one of the examples is through agency to transfer products to customers. It usually goes by agency acquire products selling privilege from the producers, then the agency sells products to the customers by marketing channels (such as actual or virtual distribution etc.). However, when the agency wants to become the products selling agency from the producers, it is done by times communication in phones, mails or faxes (including internet e-mails or faxes) between the agency and the producers. Even after meetings, the contract for product selling agency is settled and agency actually acquires the selling privilege by the contract.

In the above mentioned business running model that agency transfers the products to the customers, it takes a very long time for agency to acquire the products selling

privilege, and that causes a extension of the time that products sold from producer to customers. Also, traditional product marketing usually takes a considerable cost to build up the marketing channels that causes an increase on the
5 final cost of products. Besides, with a rapid improvement of electronic medias, the distance of information transferring between producers and customers is gradually decreasing. The old economic marketing model such as above-mentioned business running model of agency rules has become too far
10 away from the developing speed of nowadays technology. It has resulted that many products invented for convenient life are unable of promotion in the market due to lack of marketing cost and marketing channels.

15 Based on this reason, it has become our pursuing objective to minimize the time for product marketing by using more suitable new economic marketing model for modern electronic medias technology and making product invention and marketing on the same level.

SUMMARY OF THE INVENTION

20 The main objective of this invention is to provide an automatic agency marketing method and the system of the same in order to simplify the product agency system.

25 The other objective of this invention is to provide an automatic agency marketing method and the system of the same by simplified product agency system to expand products marketing channels rapidly.

According to one embodiment of this invention, automatic agency marketing system comprises a database and a processor. The database is used to save at least one item of product information. The processor coupled with the database, wherein the processor is used to execute following items comprising:

- (1) receiving a 1st registration information of member application transmitted from a 1st consumer by internet;
- (2) assigning and transmitting a 1st member identification information representing a membership qualification to the 1st consumer according to the 1st registration information, and building up a 1st consumer's membership information in the database, the 1st consumer who has the 1st member identification information is called a 1st member;
- (3) receiving a 1st product order message transmitted from the 1st member by internet, wherein the product can be transmitted by internet;
- (4) generating a 1st agency identification information of the 1st member's product sales qualification according to the 1st product order message;
- (5) encoding the 1st agency identification information and the product taken out from the database to a 1st electric file and transmitting the 1st electric file to the 1st member, the 1st electric file can be decoded by the 1st member to take out the product;
- (6) receiving a 2nd registration information of member application transmitted from a 2nd consumer by

internet;

- (7) assigning and transmitting a 2nd member identification information representing a membership qualification to the 2nd consumer according to the 2nd registration information, and building up a 2nd consumer's membership information in the database, the 2nd consumer who has the 2nd member identification information is called a 2nd member;
- (8) receiving the 1st electric file and a 2nd product order message transmitted from the 2nd member by internet, wherein the 1st electric file transmitted from the 2nd member is acquired from the 1st member;
- (9) generating a 2nd agency identification information of the 2nd member's product sales qualification according to the 2nd product order message;
- (10) decoding the 1st electric file in order to take out the 1st agency identification information;
- (11) encoding the 2nd agency identification information and the product to a 2nd electric file and transmitting the 2nd electric file to the 2nd consumer, the 2nd electric file can be decoded by the 2nd consumer to take out the product; and
- (12) assigning a sales profits to the 1st consumer who has the 1st agency identification information.

According to one embodiment of this invention, automatic agency marketing method comprises the steps of:

- (1) A 1st consumer transmits a 1st registration information of member application to a server of

product supplier by internet;

(2) According to the 1st registration information, the server assigns and transmits a 1st member identification information representing a membership qualification to the 1st consumer; and builds up a 1st consumer's membership information in the server. The 1st consumer who has the 1st member identification information is called a 1st member;

(3) The 1st member transmits a product order message to the server by internet, wherein the product can be transmitted by internet;

(4) According to the order message, the server encodes a 1st agency identification information of the 1st member's product sales qualification and the product wanted by the 1st member to a 1st electric file; then transmits the 1st electric file to the 1st member and builds up an information representing the 1st member's sales qualification in the server. The 1st electric file can be decoded by the 1st member to take out the product;

(5) A 2nd consumer transmits a 2nd registration information of member application to the server of product supplier by internet;

(6) According to the 2nd registration information, the server assigns and transmits a 2nd member identification information representing a membership qualification to the 2nd consumer; and builds up a 2nd consumer's membership information in the server. The 2nd consumer who has the 2nd member identification information is called a 2nd member;

(7) By internet, the 2nd member transmits the 1st electric file obtained from the 1st member and the purchasing order information to the server for buying the product; and

5 (8) The server encodes a 2nd agency identification information of the 2nd member's product sales qualification and the product wanted by the 2nd member to a 2nd electric file; then transmits the 2nd electric file to the 2nd member, builds up an
10 information representing the 2nd member's sales qualification in the server, identifies the 1st agency identification information from the 1st electric file and assigns a sales profits to the 1st member who has the 1st agency identification information.

15 The product needed for encoding the 2nd electric file can be taken out from the database or the 1st electric file. The database comprising the member database and the product database. The member database is used to save the member
20 information including member identification information and sales identification information. The product database is used to save at least one item of product information.

BRIEF DESCRIPTION OF THE DRAWINGS

25 Figure 1 is the flow chart for automatic agency marketing method according to the 1st embodiment of this invention;

Figure 2 is the flow chart for automatic agency marketing method according to the 2nd embodiment of this
30 invention;

Figure 3 is the flow chart for automatic agency marketing method according to the 3rd embodiment of this invention; and

Figure 4 is the block diagram for automatic agency marketing system according to the 1st embodiment of this invention.

DESCRIPTION OF THE PREFERRED EMBODIMENT

The main objective of this invention is to provide an automatic agency marketing method and the system of the same in order to simplify the product agency system.

The other objective of this invention is to provide an automatic agency marketing method and the system of the same by simplified product agency system to expand products marketing channels rapidly.

According to the 1st embodiment of this invention, automatic agency marketing method (please refer to Figure 1) comprises:

- (1) A 1st consumer transmits a product order message to a server of the system by internet, wherein the product can be transmitted by internet (Step 20);
- (2) According to the order message, the server encodes a 1st agency identification information of the 1st consumer's product sales qualification and the product wanted by the 1st consumer to a 1st electric file; then transmits the 1st electric file to the 1st consumer and builds up an information representing

the 1st consumer's sales qualification in the server.
The 1st electric file can be decoded by the 1st
consumer to take out the product (Step 22);

5 (3) By internet, a 2nd consumer transmits the 1st electric
file obtained from the 1st consumer and the order
information of product to the server for buying the
product (Step 24); and

10 (4) The server encodes a 2nd agency identification
information of the 2nd consumer's product sales
qualification and the product wanted by the 2nd
consumer to a 2nd electric file; then transmits the 2nd
electric file to the 2nd consumer, builds up an
15 information representing the 2nd consumer's sales
qualification in the server, and identifies the 1st
agency identification information from the 1st electric
file. The 2nd electric file can be decoded by the 2nd
consumer to take out the product (Step 26).

20 According to the 2nd embodiment of this invention,
automatic agency marketing method (please refer to Figure 2)
comprises:

25 (1) A 1st consumer transmits a 1st registration
information of member application to a server of
product supplier by internet (Step 30);

30 (2) According to the 1st registration information, the
server assigns and transmits a 1st member
identification information representing a
membership qualification to the 1st consumer; and
builds up a 1st consumer's membership information

in the server. The 1st consumer who has the 1st member identification information is called a 1st member (Step 32);

(3) The 1st member transmits a product order message to the server by internet, wherein the product can be transmitted by internet (Step 34);

(4) According to the order message, the server encodes a 1st agency identification information of the 1st member's product sales qualification and the product wanted by the 1st member to a 1st electric file; then transmits the 1st electric file to the 1st member and builds up an information representing the 1st member's sales qualification in the server. The 1st electric file can be decoded by the 1st member to take out the product (Step 36);

(5) A 2nd consumer transmits a 2nd registration information of member application to the server of product supplier by internet (Step 38);

(6) According to the 2nd registration information, the server assigns and transmits a 2nd member identification information representing a membership qualification to the 2nd consumer; and builds up a 2nd consumer's membership information in the server. The 2nd consumer who has the 2nd member identification information is called a 2nd member (Step 40);

(7) By internet, the 2nd member transmits the 1st agency identification information obtained from the 1st member and the purchasing order information of the 1st member sales' product to the server for

buying the product (Step 42); and

(8) The server encodes a 2nd agency identification information of the 2nd member's product sales qualification and the product wanted by the 2nd member to a 2nd electric file; then transmits the 2nd electric file to the 2nd member, builds up an information representing the 2nd member's sales qualification in the server, and identifies the 1st agency identification information from the 1st electric file. The 2nd electric file can be decoded by the 2nd member to take out the product (Step 44).

10

According to the 3rd embodiment of this invention, automatic agency marketing method (please refer to Figure 3) comprises:

(1) A consumer transmits the registration information of member application to a server of product supplier by internet (Step 50);

(2) According to the registration information, the server assigns and transmits a member identification information representing a membership qualification to the consumer; and builds up a consumer's membership information in the server. The consumer who has the member identification information is called a member (Step 52);

(3) The member transmits a product order message to the server by internet (Step 54); and

(4) According to the order information, the product supplier transmits the product which the member

TOP SECRET

wants to buy and also an agency identification information representing product sales qualification to the member; and builds up an information representing the member's sales qualification in the server (Step 56).

According to the first embodiment of this invention, the server system 400 (please refer to the Figure 4) within automatic agency marketing method comprises: an output/input interface 410, a processor 420 coupled with the output/input interface 410, and a database 430 coupled with processor 420. The output/input interface 410 is the mutual communication interface between the server system 400 and the outsiders. The database 430 comprises the member database 432 and the product database 434. The member database 432 is used to save the member information including member identification information and sales identification information etc. And the product database 434 is used to save at least one item of product information. As to the processor 420 comprises: encoding module 424, decoding module 426 and information analysis and management module 422.

The encoding module 424 is used to create member identification information of member qualification, agency identification information of product sales qualification, and to encode a agency identification information and the product to a electric file. The decoding module 426 is used to decode the electric file to separate the agency identification information and the product. Also, an

information analysis and management module 422 coupled with the database 430, the encoding module 424 and the decoding module 426, where an information analysis and management module 422 is used to execute following items comprising:

- (1)transmitting information mutually through the output/input interface 410 with the consumers (such as the 1st consumer 100 or the 2nd consumer 200) by internet 300;
- (2)ordering the encoding module 424 and the decoding module 426 to process encoding and decoding, and report the results of encoding and decoding;
- (3)saving or deleting an information of the database 430.

In the above embodiment of the invention, the products needed for the 2nd electric file encoding can be retrieved from the database 430 or the 1st electric file. The 1st electric file transmitted to the 1st member (or the 1st consumer 100) can be decoded by the 1st member (or the 1st consumer 100) to take out this product; the 2nd electric file transmitted to the 2nd member (or 2nd consumer 200) can be decoded by the 2nd member (or 2nd consumer 200) to take out this product. After the server system 400 (or the processor 420) identifying the 1st agency identification information from the 1st electric file, it also comprises the step to assign a sales profits to the 1st member (or the 1st consumer 100) who has the 1st agency identification information.

